

Australian Pavilion Package



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YOUR GATEWAY TO WORLD MARKETS

The Western European ICT market is valued over 662 billion Euro in 2007 (EITO EEIG 2006)

The Eastern European ICT market is valued at 42.6 billion Euro in 2007 (EITO EEIG 2006)

The Russian ICT market is projected to be worth 13.37 billion Euro by 2008 (IDC)

The Middle Eastern/ Northern Africa ICT sector is now worth 8.4 billion Euro (IDC)

ICT spending in India is projected to be 43.1 billion Euro in 2008 (Gartner)

The US ICT market is valued at 625 billion Euro for 2006 (EITO EEIG 2006)

CAN YOU AFFORD TO MISS OUT ON A 1,392 BILLION EURO MARKET?

STATISTICS FROM CeBIT Hannover 2006

- 6,262 exhibitors, Including 3,300 international
- Exhibitors Asia Pacific 1,704
- 20% more deals reported during the show
- 450,000 visitors in total
- 900 visitors from Australia and New Zealand
- 26,300 visitors from Asia
- 85% high-level professionals
- 80.4 % ICT decision makers

MEDIA ATTENTION in 2006

- 9,000 accredited journalists (total)
- Including 2,198 from abroad (70 countries)
- Trade press: 4,101
- Daily papers and business press: 1,176
- Radio and TV: 1,244
- Online media: 981

Benefits of the Australian Pavilion

- Turnkey exhibition solution for all your needs
- More cost effective than exhibiting independently
- Experienced and knowledgeable project management team
- Complimentary Invitations to networking events
- Enhanced profile with pavilion branding
- Access to hospitality lounge and services

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Australia and New Zealand in 2006

- Located in Hall 3: Business solutions and Business processes
- 178,700 Visitors indicated this was their 'Must See' category
- 900 Visitors from Australia and New Zealand

ECONOMIC IMPACT AUSTRALIA

- Over \$20m Economic Benefit
- Over 350 high quality leads
- 15 new resellers and distributors found
- High visibility media coverage in all key publications in Australia and around the world
- Strong branding, creating awareness and key for building relationships

Australian Pavilion 2007

80 sqm: Hall 3 – Business Processes

16 exhibitor pods available - ONLY 6 pods left!!!!

BOOK YOUR STAND NOW

YOU DO THE MATH!

Go by yourself and pay up to \$50,000 + travel & accommodation

Or join the pavilion for just \$9,000 + travel & accommodation!

Apply for Government GRANTS: check on our website www.hannoverfairs.com.au

Australian Participation:

150 sqm floor space
12 exhibitors on pavilion
7 independent exhibitors
30 networking companies

Sensis Pty Ltd

Rod Johnston, Senior Account Manager 'Whereis'
"CeBIT Hannover will result for us in 6 new deals with large global players, with a business value of around 2 million dollars per deal per year."

Risk Management & Safety Systems

Andrew Howarth, Managing Director
"CeBIT Hannover created 20 new strong leads for us and we closed global deals with existing contacts delivering us at least AU\$ 200,000 a year for the future."

70% SOLD!

Australian Pavilion Package

Price:

- A\$9,000 (Excluding GST) per company per exhibiting area

Exhibitor Package per company:

- Exhibitor service manual
- Construction package with design and branding features of the pavilion
- 1 x Exhibiting area including:
 - Internet access (exhibitor must supply computer/screen or laptop)
 - Company graphic on pod
 - Lighting
 - 1 x Bar stool
 - 1 x Power point
 - Carpeting
 - 1 x Fascia name board for each company – featured at the top of each area space
 - Product description in both English and German
- Individual area number for identification
- Access to the Hannover Fairs Australia hospitality area featuring:
 - Telephone line – calls charged on a per usage basis
 - Meeting area for pavilion visitors
 - Experienced on-site management from Hannover Fairs Australia
- Exhibitor catalogue either CD-ROM or printed

Publicity:

- 1 x Alphabetical listing in the hard copy catalogue
- 3 x Product category listings on the Internet and the trade fair catalogue
- Inclusion in the pavilion press release
- Inclusion in the pavilion brochure

Additional:

- 2 x Exhibitor entrance tickets
- Australian Pavilion Name Badges
- Pre-show administration including: company registration - catalogue entry - liaison with construction company and organisers with specific requirements etc
- Service supplier recommendations i.e. Freight forwarders, accommodation, etc

Other Services Include:

- Stand cleaning after build-up and in the evening each show day
- Waste disposal
- Nightly Security (please see terms and conditions regarding security provided)
- Press coverage both nationally and internationally through an independent marketing organisation
- Show rules and regulations – generally in hard copy format
- Post event reports and press releases where available

Other Expenses to Consider:

- Travel and accommodation must be organised by participants and is at each participant's own expense
- Freight: Please contact Schenker Australia, our official logistics provider: Tel: +61 2 9333 0333
- Public liability insurance



Australian Pavilion 2006

Don't Delay!

Send your application form to

Allison Baldacchino

Fax (02) 9280 1977

Phone (02) 9280 3400

allison.baldacchino@hannoverfairs.com.au

for more information

Book Now

as space on the Pavilion is limited

SPECIAL NOTE:

Are you planning to play music at your exhibition stand – for example as background music, for product presentations or for a stand party? Permission must be sought from the Germany Copyright Society (GEMA) for the right to play any music at CeBIT Hannover.

THIS INCLUDES MUSIC PRODUCED INHOUSE !!

Please contact us if you are planning to conduct a presentation.

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Company Profile Information

The information given in this document will be utilized in the acquisition of potential business partners and promotional material produced by Hannover Fairs Australia on behalf of the Australia Pavilion exhibiting at CeBIT Hannover 2007.

Company name: _____

ABN: _____ ACN: _____

Contact address: _____

PO Box Address (if preferable): _____

Contact person: _____

Position: _____

Telephone: _____ Fax: _____

Email: _____ Website: _____

Year business was established: _____ Number of employees: _____

Brief company history: _____

Brief products and services overview: _____

If you export overseas already which countries to do already do business in: _____

Which markets do you see your business in long term: _____

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Company Profile Information (cont)

Your goal/s set of the event: _____

Do you already have any links with the German market (i.e. distributor, agent etc.): _____

Please list any additional pertinent information on your organisation, which may be used for promotional and or business matching opportunities:

Please list any presentations you will be conducting on the stand so that we can ascertain legal obligations to the Germany Copyright Society. This includes, but is not limited to, presentations on your laptop, promotional films, audio slide shows etc THIS INCLUDES IN HOUSE PRODUCTIONS.

The information I have given in this document or attached is both true and accurate for the exhibiting organisation listed on the front sheet.

Signed: _____

Position: _____

Name: _____

Date: _____



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Company Profile Information

Australian Pavilion regulations require that all participants have an established mailing address in Australia. Please complete the following form with Australian mailing information. If billing address is different from the Australian address, please attach.

Company Information

Company: _____

Int'l Marketing Manager: _____

Exhibit Contact Person: _____

Title: _____

Street: _____ PO Box: _____

City: _____ State: _____ Postcode: _____

Country: _____

Telephone: _____ Facsimile: _____

Email: _____ Website: _____

Product or service you plan to exhibit: _____

Non-refundable Participation Fee: A\$9,000 (excl. GST) 30% Payable November 30 2006 | 100% Payable January 31 2007

Participation fee covers:

- Pre-show administration and support by Hannover Fairs Australia Staff
- 1 x Exhibiting area, please see information flyer for full information
- Use of the Australian pavilion hospitality area, telephone and facilities (both charged on a per usage basis)
- Use of the Australian pavilion internet access, please see page 2 for full information
- Entry in CeBIT Hannover 2007 official catalogue (Deadline 1st December 2006)
- Inclusion in pavilion press release and brochure
- On site support from Hannover Fairs Australia staff
- Stand cleaning and waste disposal
- Pavilion overnight security (see terms and conditions overleaf regarding security)
- 2 x exhibitor passes
- Exhibitor Guide (either CD-ROM or printed) - contact company details included in Exhibitor Guide

Co-exhibitors and costs associated therewith are subject to negotiation with Hannover Fairs Australia

Signature

Applicant has read, understands and is bound by the Australian Pavilion Terms and Conditions of Participation

Name: _____

Title: _____

Authorised Signature: _____ Date: _____

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Please fax this application to 02 9280 1977, an invoice for A\$9,000 excl. GST will be sent for payment once application has been approved.

30% Payable November 30 2006

100% Payable January 31 2007

Bank: National Australia Bank
 343 Kingsway, Caringbah
 NSW 2229, Australia

Account: BSB No: 082 184
 Account No: 48 507 6678
 SWIFT Code: NATAAU3302S

Credit Card Payments: Visa / Mastercard / Bankcard

Credit Card Number: _____ / _____ / _____ / _____

Expiry Date: ____ / ____

Name on Credit Card: _____

Signature: _____ Date: _____

Hannover Fairs Australia Pty Ltd
 ABN: 46 092 057 282

80 Buckingham Street
 Surry Hills, NSW 2010, Australia
 Tel: +61 2 9280 3400
 Fax: +61 2 9280 1977
 Email: international@hannoverfairs.com.au
 Website: www.hannoverfairs.com.au

All companies applying to exhibit must read Hannover Fairs Australia Pty Ltd Terms and Conditions of application attached; sign both the application form and the box provided at the bottom of the terms and conditions.

Deadline for participation is 30th November 2006 and acceptance is based on availability.

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Terms and Conditions

Hannover Fairs Australia hereafter called organiser, and the participating company hereafter called the participant, hereby agree to the following conditions of participation:

A. The organiser agrees to the following:

1. To undertake an appropriate promotional campaign, including printed and online exhibition and publicity materials.
2. To provide the following exhibition services; overall exhibition design and fabrication and individual booth design and construction; standard install display system, furniture and standard participant identification sign; common pavilion utilities; interpreter assistance where applicable; other services as specified

B. The participant agrees to the following:

1. To provide organiser with an Australian mailing address.
2. To provide product equipment for display and promotion. Only products listed in the official CeBIT Hannover Product Category Index may be displayed or promoted.
3. To make full financial payment to organiser for participation immediately on receipt of invoice.
4. The participation of co-exhibitors is subject to additional criteria and charges subject to negotiation with the organiser.
5. To ensure that no direct sales and/or cash transactions take place on the show floor.
6. To provide detailed, accurate information as to the technical specifications of the equipment to be exhibited, including electrical requirements, as well as information on the booth layout, furnishings, and graphic designs.
7. To provide a qualified representative to arrive at the site at least two days prior to the show's opening to oversee set-up of the display and to gain familiarity with the location, as well as to staff the booth during business hours through the term of the show. The booth must be staffed until after the event has closed at 6.00pm on Wednesday, 21 March 2007. This representative shall be authorised to discuss the equipment displayed and to conduct contract negotiations.
8. To provide public liability insurance to cover the participant internationally.
9. The exhibitor will indemnify the Organiser against any cost, claim, liability, loss, damage, proceeding and expense whatsoever in which the Organiser, its directors, officers, contractors, employees and agents are in any way subject arising from or in connection an act or omission of the exhibitor (or of any co-exhibitor, contractor, director, officer, employee, or agent of the exhibitor) including, without limitation, liability in relation to personal injury, damage to or theft of property, or economic loss.
10. The Organiser will not be liable in any way whatsoever for any cost, claim, liability, loss, damage, proceeding and expense whatsoever arising from or in connection with the exhibition or the exhibitor, including, without limitation, liability in relation to personal injury, damage to or theft of property, economic loss, any conditions or restrictions that affect the construction, erection, completion, alteration or dismantling of a stand or exhibit, the failure of any service at the exhibition centre and the cancellation or part-time opening of the exhibition either as a whole or in part.
11. From the time they enter the exhibition ground for build-up, during the event itself and on break-down of the event. The participant is aware that Deutsche Messe AG, Hannover Fairs Australia Pty Ltd, or any recommended service provider through the official organisers does not insure them on any account. To provide instructions for shipping of the participant's equipment; to remove the participant's material from the exhibition site after the close of the show; and to make immediate payment for all overseas expenses, including handling and shipping costs.

C. Other conditions:

1. The organiser has the authority to assign or reassign space, determine articles and methods to be used for display of items, determine location of participant and agent identification in stands, and have overall decision authority concerning all matters directly relating to the Australian Pavilion and all participants
2. Although the organiser will make every effort to facilitate a successful exhibition, it does not guarantee in any way the success of any participant in the Australian Pavilions. The only contractual obligations the organiser assumes are those expressed made herein or mutually agreed to by an amendment in writing.
3. The participant hereby releases the organiser from any liability for any illness, injury, loss of life, damages to persons or for damages to property sustained by reason of participation by the participant in the exhibition, or by reason of acts done or performed by the participant, its agents or employees.
4. Pop-up displays and other booth elements are not permitted in the Australian Pavilions unless authorised by Hannover Fairs Australia. The integration of custom exhibits requires prior approval by the organiser.
5. In the event of cancellation, the participation fee of A\$ 9,000 (excl. GST) is non-refundable and is payable in full. In addition, any and all non-refundable catalogue listings, options, services, advertising, travel and lodging ordered by the participant prior to cancellation are subject to payment in full.
6. The organiser also reserves the right to cancel the participation of any participant that, in the view of the organiser, does not or will not fulfil the requirements of the selection criteria.
7. Force Majeure - If the holding of the exhibition or the supply of any services in relation to the exhibition is prevented, delayed or abandoned by strikes, riots, lockouts, trade disputes, acts of restraint of foreign governments or other causes not within the control of the Organiser then it is agreed that the Organiser will not be held responsible for any loss of trade or profit consequent upon such cause. In the event of such circumstances, the money paid by the exhibitor, or any part thereof, may not be refunded to the exhibitor.
8. It is agreed that the organiser shall be absolved of any liability for any damages or losses resulting from or related to the failure of the participant to comply with the provision of these Terms and Conditions of Participation, the organiser shall be released from its obligation, and the participant's contribution will be forfeited. In the event additional costs are incurred by the organiser as a result of the participant's failure to comply with the provisions of the Conditions of Participation, or instructions provided therein, such additional costs, including all attorney fees, shall be paid by the participant.
9. While the organiser will make every effort to identify reliable contractors such as freight forwarders, customs broker, designer, photographers, translators, etc., for the benefit of the participant, it assumes no responsibility or liability for the acts of any contractor selected.
10. It is agreed that Deutsche Messe AG is authorised within the dismantling period to dispose of, at the cost of the participant, any objects that have not previously been disposed of. There is no need to store such objects before disposing of them.
11. While the organiser will make every effort to prevent theft and will have security at the event, it assumes no responsibility for acts of theft.
12. Any controversy or claim arising out of or relating to this contract, or the breach thereof, shall be settled by arbitration in accordance with the laws of New South Wales, and judgment upon the ward rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof.

I have read and agree to comply with the above terms and conditions

Company Name _____

Print Name _____

Signature _____

Date (/ /) _____